

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 MMO-01 AID-05 CEA-01
CIAE-00 EA-12 FRB-01 INR-10 IO-14 NEA-10 NSAE-00
ICA-20 OPIC-06 SP-02 TRSE-00 LAB-04 SIL-01
AGRE-00 OMB-01 SS-15 /124 W
-----090766 111818Z /46

P R 111652Z JUL 78
FM AMEMBASSY PARIS
TO SECSTATE WASHDC PRIORITY 4613
INFO AMCONSUL BORDEAUX
AMCONSUL LYON
AMCONSUL MARSEILLE
AMCONSUL NICE
AMCONSUL STRASBOURG
ALL EC CAPITALS

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PASS TO USDOC, ATTN. PETER FIELD

E.O. 11652: N/A
TAGS: BEXP FR
SUBJECT: FY 1978 CCP THIRD QUARTER REPORT

REF: (A) STATE 137088, (B) PARIS 12711

1. THE COUNTRY COMMERCIAL ACTION GROUP REPORT ON FY 78
THIRD QUARTER RESULTS FOLLOW. DESPITE A SLOWER THAN
EXPECTED REBOUND OF THE FRENCH ECONOMY AFTER THE
RECENT LEGISLATIVE ELECTIONS, POST'S CCP TARGETS WERE
MET OR EXCEEDED IN MOST MAJOR RESPECTS* PRINCIPAL
EXCEPTIONS NOTED BELOW. WHILE POST PREFERS
MANAGEMENT-BY-EXCEPTION FORMAT, REPORTING ONLY
SIGNIFICANT VARIATION FROM TARGET GOALS, WE HAVE HERE
RESPONDED TO REQUESTS IN REF A) FOR TOTAL TRADE
OPPORTUNITIES, KEY CONTACT CALLS, ETC. IN VIEW OF CAG
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DESIRE TO EVALUATE THE ROLE OF CONSULATES (PER
PARA 4 REFTEL A), WE HAVE INSTRUCTED CONSULATES TO
COMPILE RECORD OF TO'S, KEY CONTACT CALLS, AND OTHER
SIGNIFICANT CCP SUPPORT ACTIVITIES FOR UPCOMING QUARTER.

2. SETTING. DURING THE THIRD QUARTER, OPTIMISM IN THE
BUSINESS COMMUNITY RESULTING FROM THE FRENCH GENERAL

ASSEMBLY ELECTIONS IN MARCH CONTRIBUTED INITIALLY TO A SPURT ON THE PARIS BOURSE, THE REBUILDING OF INVENTORIES, AND RECOVERY OF DEMAND; FOLLOWED BY A LEVELLING OUT IN JUNE. INCREASES IN THE PRICES OF PUBLIC TRANSPORT FARES, GAS, ELECTRICITY AND COAL, POSTAL AND OTHER SERVICES DURING THE QUARTER CAUSED INFLATION FORECASTS FOR 1978 TO BE REVISED UPWARD TO 10-11 PERCENT. ALTHOUGH POLLS INDICATE THAT FRENCH ENTERPRISES ARE, REPORTEDLY, DELAYING MAJOR DECISIONS, HOPEFULLY THE FRENCH GOVERNMENT'S PROGRAM TO STIMULATE PRIVATE INVESTMENT AND MODERNIZE FRENCH INDUSTRY WILL RESULT IN A SLIGHT INCREASE IN INVESTMENT, THUS PRECLUDING A DOWNTURN IN PURCHASES OF US HIGH TECHNOLOGY EXPORTS.

3. CAMPAIGN NO. 1: MINICOMPUTERS AND RELATED EQUIPMENT. THE TARGET FOR TO'S WAS EXCEEDED--35 PROCESSED AGAINST 30 PROJECTED.

4. CAMPAIGN NO. 2: EIPT EQUIPMENT. DESPITE MASS MAILING OF APRIL 24 AND BIO PROMOTION AT "COMPOSANTS ELECTRONIQUES", TO'S INCREASED BY ONLY 7 IN THIRD QUARTER. TOTAL TO'S TO DATE ARE 21 AGAINST A THIRD QUARTER TARGET OF 35 AND FY TARGET TOTAL OF 40.

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ONE REASON FOR THIS SHORT FALL IS THAT TO'S FOR TESTING EQUIPMENT (AS DISTINGUISHED FROM PRODUCTION EQUIPMENT) FALL IN THE PROCESS CONTROL INSTRUMENTATION CATEGORY AND THEREFORE OUTSIDE CAMPAIGN NO. 2. FOR EXAMPLE, A HALF DOZEN OF THE TO QUESTIONNAIRES RECEIVED THIS QUARTER IN RESPONSE TO MAILING/BIO ACTIVITIES WERE IN PROCESS CONTROL INSTRUMENTATION CATEGORY. MORE IMPORTANTLY, IT APPEARS THAT THE EIPT MARKET HAS BEEN SLOWING DOWN AND IS, AT PRESENT, RELATIVELY QUIESCENT.

POST CONCURS WITH WCAG RECOMMENDATION (REFTEL A, PARA 2) THAT GOALS SHOULD BE ADJUSTED IN CAMPAIGN NO.2. A TARGET OF 25 TO'S FOR FY 1978 WOULD APPEAR TO BE REALISTIC.

5. CAMPAIGN NO. 3: PROCESS CONTROL INSTRUMENTATION (PCI) 18 TOS SUBMITTED VERSUS 10 TARGETED FOR THIRD QUARTER. TOTAL TO'S DEVELOPED DURING THE FIRST THREE QUARTERS 37 (TARGET 40). INTEREST IN US MANUFACTURED PCI INSTRUMENTATION HAS INCREASED, AND TARGET OF 50 TO'S FOR FY 1978 SHOULD BE MET AT END OF 4TH QUARTER.

THE MAIN ACTIVITY OF PCI CAMPAIGN DURING THIRD QUARTER

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WAS UNIVERSE MAILING (TO DEVELOP TO'S) TO VISITORS
AT THE PARIS TRADE CENTER PCI JANUARY 1978 EXHIBIT.
MARKET RESEARCH ON INDUSTRIAL PROCESS CONTROLS IS
UNDER PREPARATION BY BRITISH FIRM AND IS DUE ON
NOVEMBER 15, 1978.

6. CAMPAIGN NO. 4: POLLUTION CONTROL EQUIPMENT.
TWO TO'S SUBMITTED, FOR TOTAL OF 12 AGAINST YEAR-END
TARGET OF 15. FIFTEEN KEY PROSPECT CALLS WERE MADE
BY COMAFF AND TRADE CENTER AND 82 BY CONSULATES IN
SUPPORT OF TC EXHIBITION "ENVIRONMENTAL", APRIL 11-14.

7. CAMPAIGN NO. 5: CONSUMER GOODS.
ALTHOUGH NO TARGET SET BY CCP, 42 TO'S WERE SUBMITTED
DURING QUARTER. TOTAL TO'S FOR FIRST THREE QUARTERS
OF FY 1978 IS 129. IN ADDITION, EMBASSY SENT MASS
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MAILING OF 447 LETTERS TO SUPPORT THE NATIONAL HARDWARE SHOW, CHICAGO, AUGUST 14-17, 1978.

IN RESPONSE TO QUERY IN REFTEL A) PARA 3, REGARDING SUPPORT TO FBP SPONSORED JANUARY, 1978 NATIONAL SPORTING GOODS ASSOCIATION SHOW, EMBASSY SENT A MASS MAILING OF 450 LETTERS ON NOVEMBER 2, 1977, AND PROMOTED A TOUR BY A PRIVATE TRAVEL AGENCY WHICH ENLISTED AND SENT 25 PEOPLE TO THE SHOW.

8. OSPE NO. 4: SECURITY SYSTEMS AND EQUIPMENT. COMAFF MADE 20 BEST PROSPECT CALLS AND CONSULATES MADE 70 IN SUPPORT OF VERY SUCCESSFUL "INDUSTRIAL AND COMMERCIAL SECURITY EQUIPMENT" SHOW AT USTC, MAY 30-JUNE 2. EIGHT TO'S WERE GENERATED DURING THE QUARTER, FOR 33 TO'S TO DATE, SURPASSING ANNUAL GOAL OF 30.

9. OSPE NO. 5: METALWORKING AND FINISHING EQUIPMENT. FOUR TO'S AND ONE LO (LICENSING OPPORTUNITY) WERE SUBMITTED DURING QUARTER (NO TARGET SET). IN PROMOTION OF MACHINE TOOL SHOW TO BE HELD IN SEPTEMBER 6-15 IN CHICAGO, POST SENT 1200 LETTERS TO AGENTS, DISTRIBUTORS AND END-USERS. FOUR TRAVEL AGENTS ARE ORGANIZING GROUP VISITS TO THE SHOW.

10. OSPE NO. 6: ELECTRONIC COMPONENTS. TWENTY-EIGHT TO'S HAVE BEEN PROCESSED THROUGH JUNE 30, AS AGAINST 50 TARGETED FOR THE YEAR.

11. OSPE NO. 9: PLASTICS PRODUCTION EQUIPMENT. ALTHOUGH NO TARGET SET, ONE TO AND ONE LO WERE GENERATED DURING THE QUARTER. EUROPLASTIQUE SHOW IN PARIS, UNCLASSIFIED

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JUNE 12-21, WAS VISITED BY EMBASSY STAFF BUT SINCE THE FRENCH PLASTIC INDUSTRY IS EXPERIENCING A PROLONGED PERIOD OF RETRENCHMENT DUE TO OVERCAPACITY IN THE EC, NO TO'S WERE GENERATED.

FOLLOWING UP ON ACTION #3 OF THIS OSPE, POST'S EVALUATION (MEMORANDUM DATED 5/26/78 POUCHED TO ATTENTION OIM) INDICATED DEMAND AND PRICES OF PLASTIC MATERIALS DEPRESSED IN FRANCE. MOREOVER, SEVERAL INDUSTRY SOURCES INFORMED US THAT FRENCH EQUIPMENT

IN THEIR OPINION HAS A TECHNOLOGICAL EDGE OVER US
EQUIPMENT IN THIS SECTOR. FRENCH ARE SIGNIFICANT
EXPORTERS. THUS WE WOULD NOT RECOMMEND A USTC SHOW
IN THIS SECTOR DURING FY 1979.
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